AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1. (Currently Amended) A method for a transmission system to transmit multimedia contents to a plurality of mobile terminals ~~via a radiocommunication network, said transmission system comprising a first server adapted to provide a point-to-point content transmission service, which method includes the following steps~~ comprising:

a first step of ~~said first~~ a multimedia messaging services center (MMSC) server adapted to provide a point-to-point content transmission service transmitting a multimedia messaging services (MMS)-standardized point-to-point link notification over a radiocommunication network including an identifier specific to a content over a dedicated point-to-point transmission channel to all terminals registered with said ~~first~~ MMSC server as interested in said content;

a second step of said ~~first~~ MMSC server transmitting Broadcast-request to a ~~second~~ multimedia broadcast multicast system (MBMS) broadcast multicast service center (BM-SC) server adapted to provide a broadcast content transmission service ~~a broadcast request to broadcast a message~~, said broadcast request including said content in its entirety and said identifier; and

a third step of said ~~second~~ BM-SC server broadcasting said message over a broadcast channel.

2. (Currently Amended) The transmission method according to claim 1, wherein, in said first step, said identifier sent to said terminals is accompanied by a value corresponding to a waiting time for reception of said content by said terminals and if said waiting time passes without said terminals receiving said content, said terminals requesting to download said content from said ~~first~~ MMSC server via said dedicated point-to-point transmission channel.

3. (Canceled)

4. (Canceled)

5. (Canceled)

6. (Canceled)

7. (Previously Presented) The transmission method according to claim 1, wherein the point-to-point link notification is M-Notification.ind.

8. (Previously Presented) The transmission method according to claim 1, wherein said identifier includes uniform resource identifier information serving as a unique identifier.

9. (Currently Amended) The transmission method according to claim 1, further comprising said ~~first~~ MMSC server transmitting a decryption key to said terminals for use by the terminals in decrypting said content.

10. (Currently Amended) The reception method according to claim 1 [4] further comprising:

said mobile terminal receiving in said first step a value accompanying said identifier corresponding to a waiting time for reception of said content,

wherein if said waiting time passes without said terminal receiving said content, said mobile terminal requesting to download said content from said ~~first~~ MMSC server via said dedicated point-to-point transmission channel.

11. (Currently Amended) A method of reception of multimedia content by a mobile terminal adapted to communicate via a radiocommunication network with a point-to-point content transmission multimedia messaging services center (MMSC) server, said method comprising:

a mobile terminal receiving an identifier specific to a multimedia messaging services (MMS) ~~multimedia~~ content from ~~a first~~ said MMSC server in an MMS-standardized point-to-point link notification over a dedicated point-to-point radiocommunication network transmission channel;

said ~~first~~ MMSC server transmitting said content in its entirety and said identifier in an MMS broadcast request to a ~~second~~ multimedia broadcast multicast system (MBMS) broadcast multicast service center (BM-SC) server adapted to provide a broadcast content transmission service; and

said mobile terminal receiving a message from said ~~second~~ BM-SC server over a broadcast channel including said content and said identifier.

12. (Currently Amended) The reception method according to claim 11 further comprising:

said mobile terminal receiving a decryption key over the dedicated point-to-point transmission channel; and

said mobile terminal utilizing said decryption key to decrypt said content.

13. (Currently Amended) The reception method according to claim 11 further comprising:

said mobile terminal receiving a value accompanying said identifier corresponding to a waiting time for reception of said content, wherein if said waiting time passes without said mobile terminal receiving said content, ~~said terminal~~ said mobile terminal requesting to download said content from said ~~first~~ MMSC server via said dedicated point-to-point transmission channel.

14. (New) The transmission method according to claim 1 further comprising:

the MMSC server receiving an M-NotifyResp.ind acknowledgement message from the mobile terminals receiving the M-Notification.ind message.